

sens.us®

ColorGrace



M3K PERMANENT HAIR COLOR

the SOUND
of TIMELESS
BEAUTY

BROCHURE

the **SOUND**
of **TIMELESS**
BEAUTY



scan here
to listen
to the sound
of beauty

ONCE UPON A TIME THERE WAS M3K, NOW THERE IS COLORGRACE

*M3K is the history of Sens.ùs and spans more than 20 years.
M3K is tradition, safety and trust... it is femininity!*

M3K is now named after a woman who is the essence of the history of beauty, Sens.ùs wants every woman to feel beautiful, like a princess.

Feeling important and unique, even with the passing of time, is the very best we can wish for our customers and future generations.

The name Grace embodies deep meanings of *beauty and charm*.
Grace is also an icon of style and elegance, loved by women of all generations.

ColorGrace

COLORGRACE IS THE HISTORY AND CULMINATION OF OUR EXPERTISE

A product that has evolved over the first 20 years of Sens.ùs, from the launch of the brand to the current day.

A perfect synergy of Nature and Science, Performance and Result, Sustainability, Personalization and Creativity.

All the expertise of Sens.ùs is incorporated in Colorgrace, the New Color Classic featuring 100 shades.

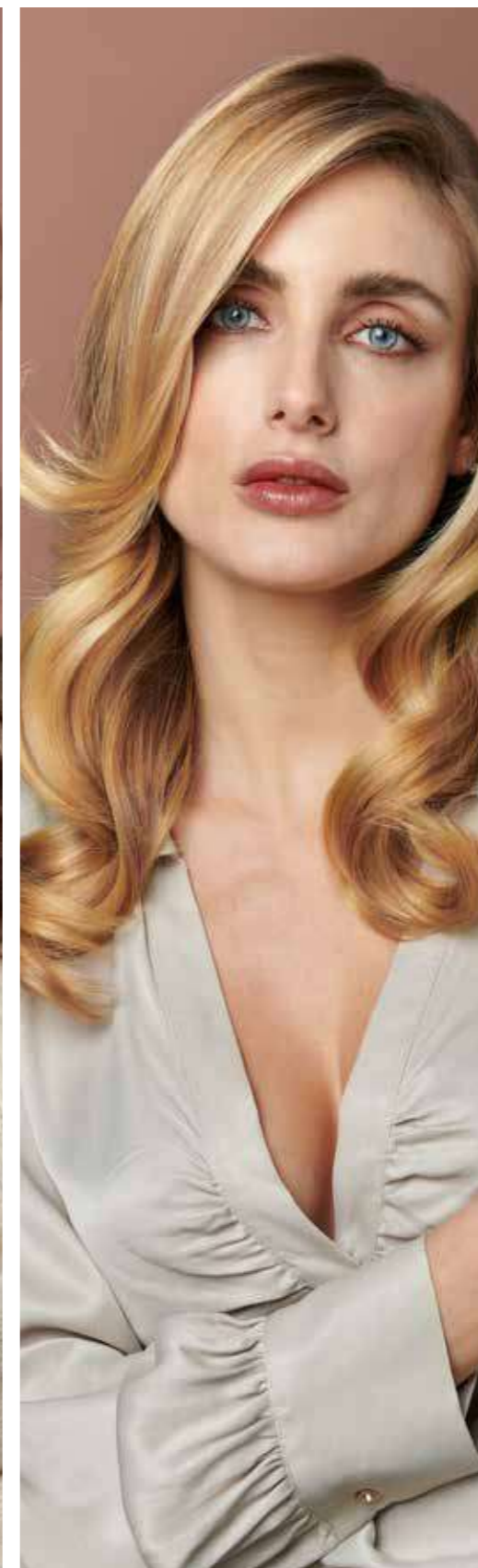
Colorgrace is the hair color that has been guaranteeing reliability to millions of women around the globe for 20 years.

Hair color that is passed down like a tradition, because beauty — in its many different shapes and forms — is inside us all, in every phase of life.

A mother and her daughters describe Colorgrace as being akin to practices which are passed down through the generations.

Beauty that does not fade but is passed down and maintained over time.

Not only does Colorgrace guarantee perfect white hair coverage, but it also guarantees vibrant, brilliant colors on younger women's hair lengths



THE SOUND OF TIMELESS BEAUTY

ColorGrace

Our hair generates sounds depending on its condition and *Sens.ùs is the first Italian company to research this interesting phenomenon* by studying the harmonic profile of hair.

A natural hair with a smooth, even surface will generate a soft sound, similar to a faint, harmonious whisper.



A scaly, irregular surface, typical of hair stressed by color and cosmetic treatments, will create an intense, high-pitched, metallic sound.

THE SOUND OF THE COLORGRACE STRAND IS THE SOUND OF TIMELESS BEAUTY

Our R&D analyzed a strand treated with *Colorgrace* and a natural strand in a sound room with a professional technician.

The result was remarkable.

The two strands generated sounds of similar quality and frequency, successfully creating a superimposable harmonic profile.

the SOUND
of TIMELESS
BEAUTY

COLORGRACE, THE ULTIMATE COLOR SYSTEM

COLOR SCIENCE

The ultimate oxidation color system.

Twenty years' experience of "color science" has culminated in Sens.ùs R&D laboratories developing the **Colorgrace** formula with latest-generation ethical and sustainable technologies.

Colorgrace offers all the advantages of professional permanent oxidation color, without paraphenylenediamine (PPD) and without resorcinol, for a safe, gentle, high-performance service.

BENEFITS

Colorgrace is a dynamic, multi-purpose coloring cream with a rich texture and powerful caring and hydrating properties; it produces rich, pure, deep and natural tones.

Colorgrace has an enveloping, cosmetic and protective action thanks to the exclusive **KAP SHINE TRIPLEX** and guarantees perfect white hair coverage, even color, lasting shine and color with level and tone that remain stable over time.

Natural, classic, radiant color.

FEATURES

- Mixing ratio 1: 1.5
- Wide range of shades
- 100% white hair coverage
- Lifts up to 4 levels and more with the Super High Lift series - Mixing ratio 1:2
- Kind to scalp and hair
- Radiant result
- Perfectly balanced bases and tones
- Consistent results every time
- Easy to use
- Lasting color you can rely on
- A multitude of Services are available on the Sens.ùs App
- Pleasantly neutral fragrance

COLORGRACE SECRETS

K.A.P. SHINE TRIPLEX nourishes scalp and hair from the inside.

KAPS - Keratin Associated Proteins - are the essential components of the hair's internal structure

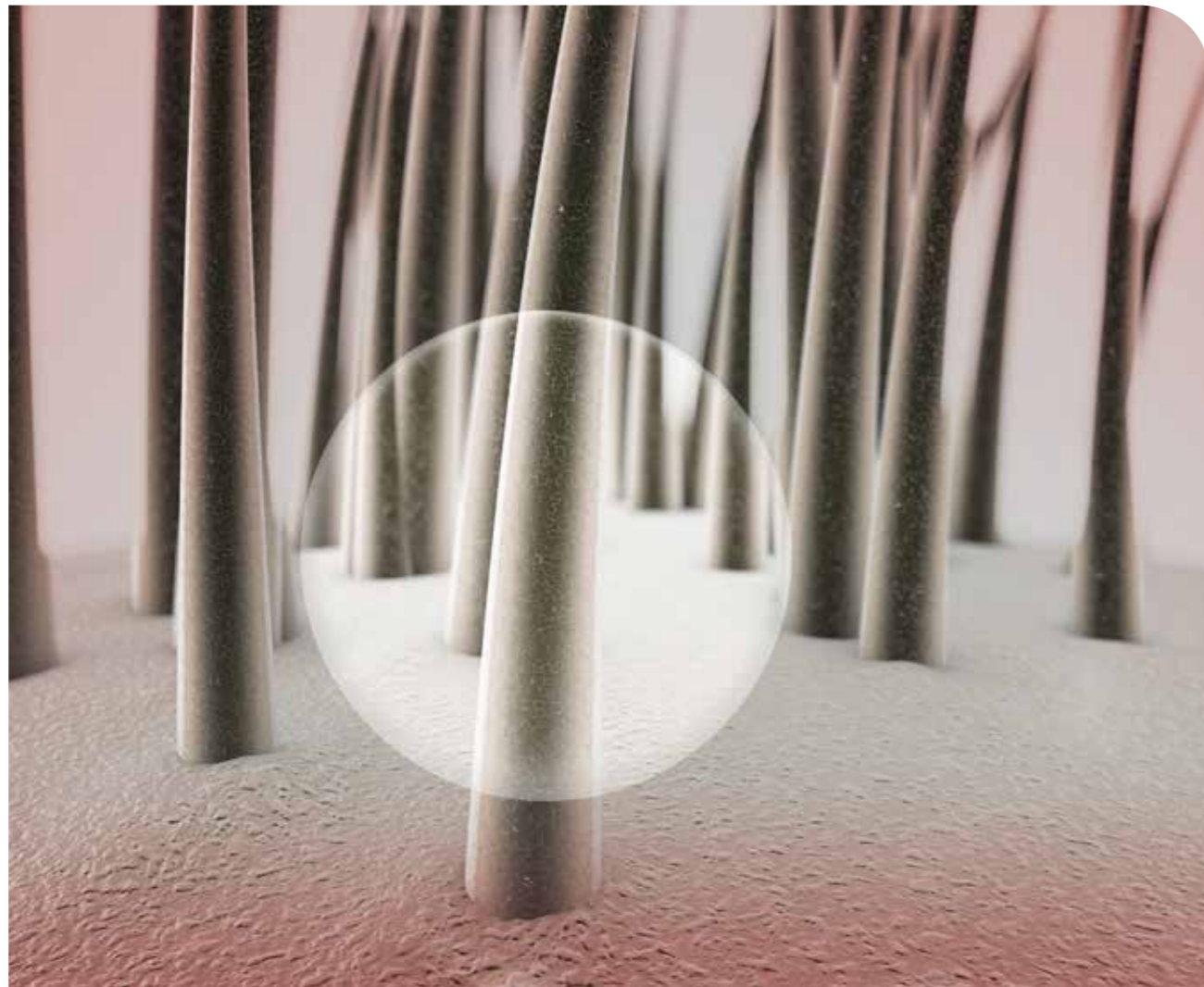


COLORGRACE, A CUTTING-EDGE APPROACH

Simple, everyday things, such as exposure to UV rays and using hairdryers and hair straighteners, affect hair condition.

Proteomics, defined as the study of proteins, is Colorgrace's cutting-edge approach to identifying what hair needs, through the use of natural ingredients with remarkable properties.

This is how protein-treated hair can be transformed into healthy hair that is full of vitality.

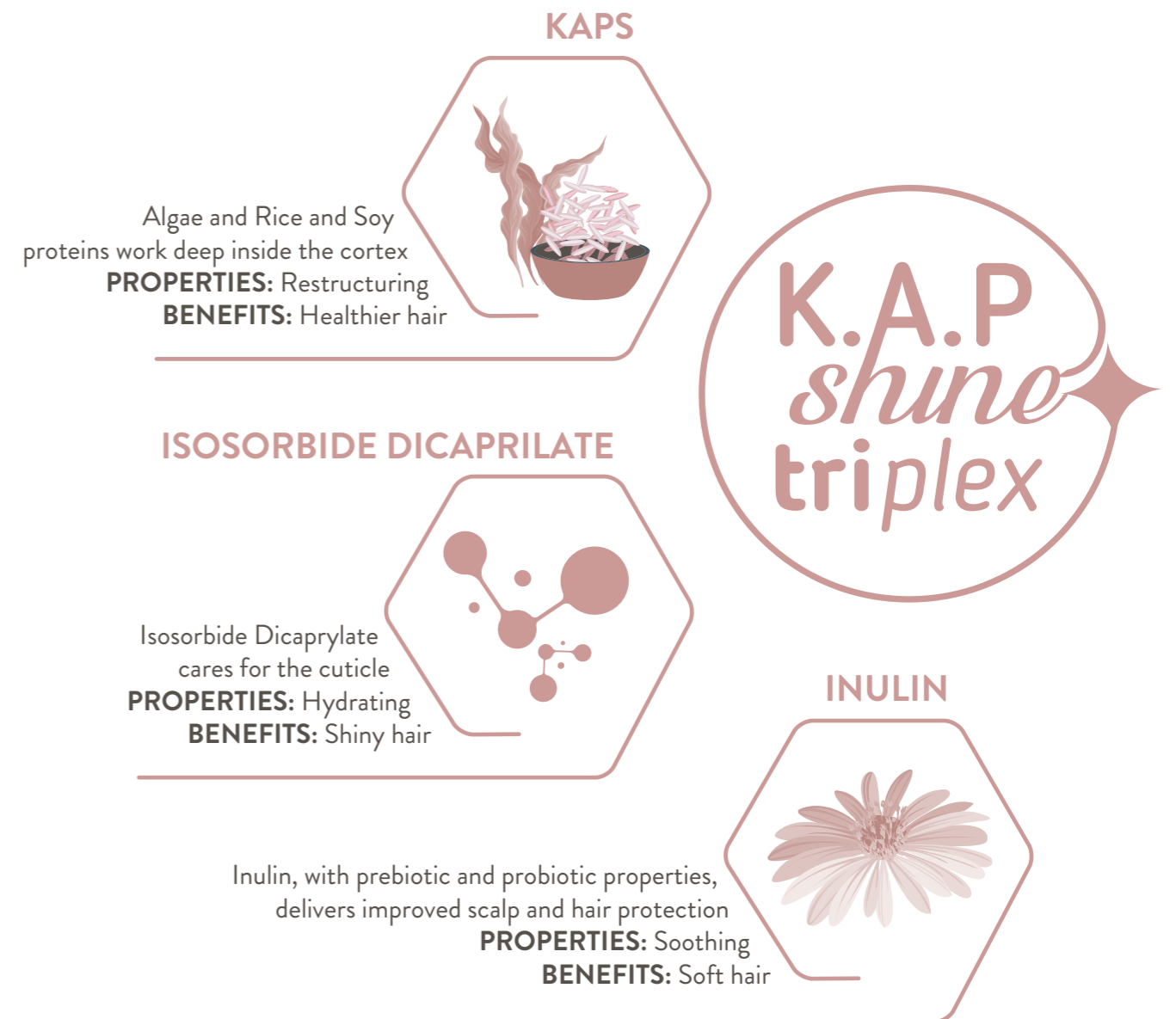


MEET KAP SHINE TRIPLEX

The natural complex at the very heart of Colorgrace.

KAP SHINE TRIPLEX boasts powerful properties and is the key ingredient of the range's new formula.

KAP SHINE TRIPLEX nourishes and cares for scalp and hair from the inside!



DRESS YOUR SALON WITH COLORGRACE

BROCHURE



FABRIC BANNER 60X90

POSTER 50X70



Economy



Lux

COLOR CHARTS



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